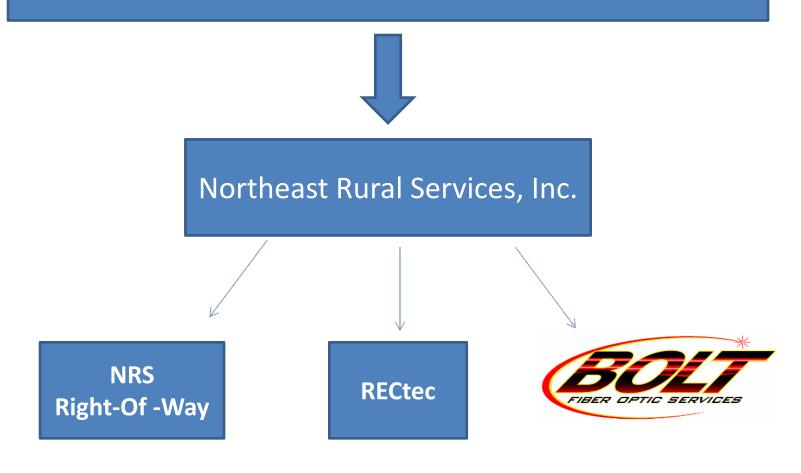
## Corporate Structure

## Northeast Oklahoma Electric Cooperative



## Survey Response Locations

## ➤ Completed Surveys: 2140

7,328 surveys were mailed 1,234 surveys used for RUS data, remaining 541 were outside our PSA.

- ➤ 69.5% take rate based on market survey, reduced to 46% on RUS application/pro forma.
- Announced project to NEOEC members in February 2014 through newsletter, began receiving \$100 install fee/sign ups.
- May 2014: Had 1,500 customers pay \$100 and sign up for service. Had not announced date of service, pricing or service offerings.
- ➤ June 2014: 1,700 customers have signed up for services.

